

ORDER



Orders	Order / Rev:	105824		
	Alt Order #:	06844881		
	Product Desc:	JOE HECK 4 CONGRESS		
	Estimate:	2622		
	Flight Dates:	08/23/12 - 09/02/12	Primary AE:	Amy McCreary
	Original Date / Rev:	08/22/12 / 08/22/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	<u>Strategic Media Placement, Inc.</u>		
	Buying Contact:			
	Billing Contact:			
	7669 Stagers Loop			
	Delaware, OH 43015			
		Billing Type:	Cash	
		Billing Calendar:	Broadcast	
		Billing Cycle:	EOM/EOC	
		Agency Commission:	15%	
Advertiser	Name:	<u>Heck, Joe for Congress</u>		
	Demographic:	A35+		
	Product Codes:	PLC02		
	Priority:	1		
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		
		New Business Thru:		
		Order Separation:	00:15:00	
		Advertiser External ID:		
		Agency External ID:		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	8	\$7,600.00	\$6,460.00
08/27/12	09/01/12	14	\$12,225.00	\$10,391.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	8	\$7,600.00	\$6,460.00	0.00
September 2012	14	\$12,225.00	\$10,391.25	0.00
Totals	22	\$19,825.00	\$16,851.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	25%	\$19,825.00
Market	100%	\$79,300.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	42%	\$33,306.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	27%	\$21,411.00
KTUD	1%	\$793.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/24/12	M-F 6-7a WakeUp w/Wagners	6-7a		--TF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00

NEWS

<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
-------------------	-----------------	-----------------	-------------------	-------------	---------------

Order / Rev: 105824
Alt Order #: 06844881
Flight Dates: 08/23/12 - 09/02/12

Advertiser: Heck, Joe for Congress
Product Desc: JOE HECK 4 CONGRESS
Estimate: 2622

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/24/12	M-F 6-7a WakeUp w/Wagners	6-7a		---TF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12															
E 2	KSNV	08/27/12	08/31/12	M-F 6-7a WakeUp w/Wagners	6-7a		MTWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12															
E 3	KSNV	08/27/12	08/31/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm		MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12															
E 4	KSNV	08/23/12	08/24/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm		---TF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12															
E 5	KSNV	08/23/12	08/24/12	Face to Face w/ RalstonCM Face to Face w/ J.Ralston	730-758pm		---TF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12															
E 6	KSNV	08/27/12	08/31/12	Face to Face w/ RalstonCM Face to Face w/ J.Ralston	730-758pm		MTWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12															
E 7	KSNV	09/01/12	09/01/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12															
E 8	KSNV	08/27/12	08/30/12	Wake Up Early w/ Wagners	430a-5a		MTWTF---	:30	1	\$200.00	1	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12															
E 9	KSNV	08/27/12	08/31/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12															
E 10	KSNV	08/23/12	08/24/12	M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12															

Totals 22 \$19,825.00